

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	16270	(707/1,100,102,104.1).CCLS.	US-PGPUB; USPAT	OR	OFF	2006/07/06 14:21
L2	2719	(715/513).CCLS.	US-PGPUB; USPAT	OR	OFF	2006/07/06 14:21
L3	18616	L1 or L2	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:21
L4	13378	3 and @ad<"20030630"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:24
L5	180297	(web page or web site or web-site or website or web-page or webpage or advertisement)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:22
L6	19909	(criteria or criterion or constraint or concept or information or keyword or topic) near (serving or target or targeting)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:22
L7	854	L5 same L6	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:22
L8	136	(target information or targeting information of serving constraint) same (ad or advertisement or advertising)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:23
L9	732	((concept or topic or context or keyword or cluster or query or search history or criterion or criteria or constraint) with (serving or serve or serves or targets or target or targeting or targeted or served)) with (ad or advertisement or banner)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:23

## EAST Search History

L10	180297	(web page or web site or web-site or website or web-page or webpage or advertisement)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:23
L11	558	L9 same L10	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:23
L12	3961	(705/14-15).CCLS.	US-PGPUB; USPAT	OR	OFF	2006/07/06 14:24
L13	22490	3 or 12	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:24
L14	231	7 and 13	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:24
L15	133	14 and @ad<"20030630"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:25
L16	16042	13 and @ad<"20030630"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:28
L17	18	8 and 16	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:24
L18	115	11 and 16	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:24

## EAST Search History

L19	472	(target document or landing page or web page or web site or web-site or website or web-page or webpage) same (generat\$3 or identify\$3 or creat\$3) same (criteria or criterion or constraint or concept or information or keyword or topic) same (targeting or serving)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:27
L20	136	L19 same (advertisement or ad)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:25
L21	72	20 and @ad<"20030630"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:25
L22	7578	(query\$3 or search\$3) same result same index	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:28
L23	953481	(target document or landing page or web page or web site or web-site or website or web-page or webpage or homepage or home-page or home page or ad or advertisement)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 17:16
L24	853	22 same 23	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:27
L25	500	24 and @ad<"20030630"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 17:17
L26	2228	(query\$3 or search\$3) result same index	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:28

## EAST Search History

L27	418	24 same 26	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:28
L28	239	27 and @ad<"20030630"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 14:28
L29	2	((("6484148") or ("6804664"))).PN.	USPAT	OR	OFF	2006/07/06 17:01
L30	1	("6804659").PN.	USPAT	OR	OFF	2006/07/06 17:01
L31	1	("6311194").PN.	USPAT	OR	OFF	2006/07/06 17:02
L32	0	("20030083937").PN.	USPAT	OR	OFF	2006/07/06 17:02
L33	1	("20030083937").PN.	US-PGPUB; USPAT	OR	OFF	2006/07/06 17:05
L34	1	("20020188635").PN.	US-PGPUB; USPAT	OR	OFF	2006/07/06 17:08
L35	3	((("6119101") or ("6480843") or ("6519571"))).PN.	US-PGPUB; USPAT	OR	OFF	2006/07/06 17:09

## EAST Search History

L36	53	(US-20030110171-\$ or US-20020138335-\$ or US-20010039510-\$ or US-20030220835-\$ or US-20030149623-\$ or US-20030023488-\$ or US-20020123928-\$ or US-20030023489-\$ or US-20040044565-\$ or US-20020169670-\$ or US-20020143627-\$ or US-20020147638-\$ or US-20020069105-\$ or US-20020082923-\$ or US-20010047297-\$ or US-20020029267-\$ or US-20020029162-\$ or US-20020082908-\$ or US-20020077130-\$ or US-20020002509-\$ or US-20010037242-\$ or US-20020128907-\$ or US-20020120507-\$ or US-20020055876-\$ or US-20020188635-\$ or US-20020049727-\$).did. or (US-20020059181-\$ or US-20020083074-\$ or US-20020087573-\$ or US-20030018613-\$ or US-20020133404-\$ or US-20030083937-\$ or US-20020169669-\$).did. or (US-5948061-\$ or US-6651058-\$ or US-6385592-\$ or US-6665838-\$ or US-5724521-\$ or US-6134532-\$ or US-6804659-\$ or US-6311194-\$ or US-6907566-\$ or US-6725203-\$ or US-6308202-\$ or US-6327574-\$ or US-6366298-\$ or US-6665656-\$ or US-6772200-\$ or US-6285987-\$ or US-6484148-\$ or US-6519571-\$ or US-6480843-\$ or US-6119101-\$). did.	US-PGPUB; USPAT	ADJ	ON	2006/07/06 17:13
L37	20	36 and index	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 17:16

## EAST Search History

L38	860	advertiser (landing page or web page or web site or web-site or website or web-page or webpage or homepage or home-page or home page)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 17:17
L39	2404	advertiser with (landing page or web page or web site or web-site or website or web-page or webpage or homepage or home-page or home page)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 17:17
L40	14	28 and 39	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 17:17
L41	5	28 and 38	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 17:17
L42	14	40 and @ad<"20030630"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 17:17
L43	5	41 and @ad<"20030630"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 17:21
L44	9	42 not 43	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 17:21

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L45	6921	(707/3).CCLS.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/07/06 19:11
L46	5036	45 and @ad<"20030630"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 19:11
L47	12	19 and 46	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 19:12
L48	30	38 and 46	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 19:12
L49	41	39 and 46	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 19:12
L50	79	27 and 46	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2006/07/06 19:12